

EXHIBIT D

**PURPOSE AND CHARACTER STATEMENTS
FRAMEWORK FOR PLANNING - PART I OF THE LAND USE ELEMENT
COMMERCIAL RETAIL AND COMMERCIAL SERVICE LAND USE CATEGORIES**

Commercial Retail

The purpose statements for the Commercial Retail land use category include the following:

Visitor-Serving Commercial Areas:

- a) To provide limited areas for highway traveler services and uses associated with tourists and vacationers within urban areas on collectors or arterials or in rural areas where other commercial areas are distant.
- b) To allow for commercial and compatible accessory uses related to resort or recreational activities.

Neighborhood Commercial Areas:

- c) To provide convenient locations for retail commercial and service establishments to meet daily shopping needs of residential areas.
- d) To allow limited, compatible non-residential uses commensurate with rural parcel sizes.

The character statements for the Commercial Retail land use category include the following:

Visitor-Serving Commercial Areas

- a) Areas that serve transient and tourist needs incidental to traveling rather than local or regional residential demands, located within urban or village areas or at remote locations distant from urban or village areas where highway services already exist or would be accommodating of traveler safety in new locations.
- b) Areas where the following use groups from Article 2 of the Land Use Ordinance area eligible:

Libraries and museums	Bed and breakfast facilities
Collection stations	Hotels
Eating and drinking places	Motels
Food and beverage sales	Personal services
Service stations	Recreational vehicle parks
Financial services	Transit stations and terminals
Accessory storage	Truck stops
- c) Areas that are easily accessible and apparent from regional transportation routes.
- d) Areas in communities that are close to cultural, recreational and entertainment destinations or where needed to provide travel and tourism services.
- e) Areas that concentrate tourist accommodations and services and preclude functionally unrelated multi-family and retail commercial uses, discouraging dispersion of motels and other highway commercial uses in the other commercial or residential areas.

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Neighborhood Commercial Areas

- f) Limited areas where small-scale neighborhood commercial and service uses can be allowed to enable each community to attain self-sufficiency in regard to day-to-day shopping needs without disrupting the residential character of the area.
- g) Locations between areas and downtown areas along collector or arterial streets which serve to reduce the number of shopping trips for daily needs and to encourage walking or bicycling.
- h) Sites between two and five acres in size, related to the population within a one-half to one mile radius market area.
- i) Areas with individual uses of generally less than 8,000 square feet of floor area to support small-scale business, with site and building design to blend with surrounding residential character.
- j) The following use groups from Article 2 of the Land Use Ordinance are eligible to be allowed in neighborhood commercial areas, with a maximum of 8,000 square feet for any use unless otherwise noted:

Nursery specialties	Membership organization facilities
Collection stations	Small scale manufacturing
Building materials and hardware	Eating and drinking facilities (maximum 80 seats)
Food and beverage retail sales	General merchandise stores
Outdoor retail sales	Service stations
Financial services	Offices
Offices, temporary	Personal services
Public services, consumer	Accessory storage
Temporary construction yards	Pipelines and power transmission
Transit stations and terminals	Vehicle storage

Commercial Service

The purpose statements for the Commercial Service land use category include the following:

- a) To provide areas for commercial or industrial trade services and light manufacturing where they will not adversely affect surrounding properties.
- b) To protect adjacent incompatible uses from harmful influences and prevent intrusion or conflicting uses.
- c) To provide suitable locations for retail, wholesale, heavy commercial and service establishments usually located near highway traffic or where terminal facilities are convenient.

The character statements for the Commercial Service land use category include the following:

- a) Areas characterized by existing heavy commercial, service, and small-scale industrial uses.
- b) Areas where uses generally serve occasional needs rather than day-to-day needs.
- c) Areas and uses that will not create extensive, incompatible land use mixtures.
- d) Areas within urban service and reserve lines, or village reserve lines.
- e) Areas located to promote infill and restructuring of existing heavy and service commercial areas and discourage proliferation of scattered service uses.
- f) Areas appropriate for developments using planned development concepts where unified landscaping, signing, building design, service capabilities and adequate circulation can be ensured.

Attachment 4

- g) Areas located to have access from collector and arterial streets to avoid use of residential streets for access or deliveries.
- h) Areas with slopes less than 15 percent and located generally outside of floodways, fault zones and other hazardous or environmentally sensitive areas.